

**REMARKS/ARGUMENTS**

The Examiner's continued attention to the present application is noted with appreciation.

The Examiner rejected claims 26-89 under 35 U.S.C. 112, second paragraph as being indefinite. Claims 26, 63, and 66 have been amended to clarify the claimed invention; claim 33 has been canceled.

The Examiner rejected claims 26-30, 32-58, 60, 63-68, 71, 74, and 87-89 under either 35 U.S.C. § 102(b) as being anticipated by Howard (U.S. Patent No. 1,256,232) or under 35 U.S.C. § 103(a) as being unpatentable over Howard. Applicant assumes that claims 69, 70, 72, 73, and 75-86 are also so rejected. The Examiner also rejected claim 31 under 35 U.S.C. § 103(a) as being unpatentable over Howard in view of Taylor, and rejected claims 59, 61, and 62 under 35 U.S.C. § 103(a) as being unpatentable over Howard in view of Siew. Such rejections are respectfully traversed, particularly as to the claims as amended. Howard discloses a flag pole with a string of light bulbs hanging down from the cap of the pole, reflectors inside of the pole and cutouts in the door of the flag pole. The cutouts serve as windows to allow the illumination to be seen. In contrast, the present claims require that the light source, in addition to illuminating the banner, illuminates an *entire circumference* of at least a portion of the length of a cylindrical support, *which support has no lateral openings*. Also, the illumination of the portion is required to be visible from any sufficiently close exterior position around the support. Howard does not disclose these limitations; thus Howard does not anticipate. None of the other art cited teaches or suggests these limitations; thus, according to MPEP § 2143.03, *prima facie* obviousness may not be established.

In view of the above amendments and remarks, it is respectfully submitted that all grounds of rejection and objection have been avoided and/or traversed. It is believed that the case is now in condition for allowance and same is respectfully requested.

Being filed herewith is a Petition for Extension of Time to September 7, 2004 with the appropriate fee. Authorization is given to charge payment of any additional fees required, or credit any overpayment, to Deposit Acct. 13-4213. A duplicate of the Petition paper is enclosed for accounting purposes.

If any issues remain, or if the Examiner believes that prosecution of this application might be expedited by discussion of the issues, the Examiner is cordially invited to telephone the undersigned agent for Applicant at the telephone number listed below.

Respectfully submitted,

By:



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